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U.S. Department of Agriculture

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## *About the New Roses:*

It is not our desire to announce with a fanfare and a blowing of trumpets our three new introductions to the florist industry. We would rather approach the problem with this thought in mind: A new variety has a job to do and that job is to make the purchaser a profit on his investment. If we did not believe these roses were capable of this, they would never have been disseminated.

They have been given a thorough test in our own greenhouses here at Richmond and it is our conviction that they will do the same for you that they have done for us—that is, make money.

For the past few years approximately 15,000 square feet of glass have been devoted to the hybridizing and testing of new varieties. In addition to this, we have the means to test these under **ACTUAL LARGE-SCALE COMMERCIAL GROWING CONDITIONS**. Many a rose shows promise in a small planting but flops dismally when put to the acid test of commercial culture.

It is with the realization of these facts that we offer the florist industry three varieties that have passed the test of the customer, the retailer, and the grower. It is extremely fitting that the Joseph H. Hill Company, the originator of these varieties, is in its twenty-fifth year of existence and it is with a certain feeling of pride that they are offered for your approval.

**SNOW WHITE (Plant Patent No. 348)**

**LUCILE SUPREME (Plant Patent No. 485)**

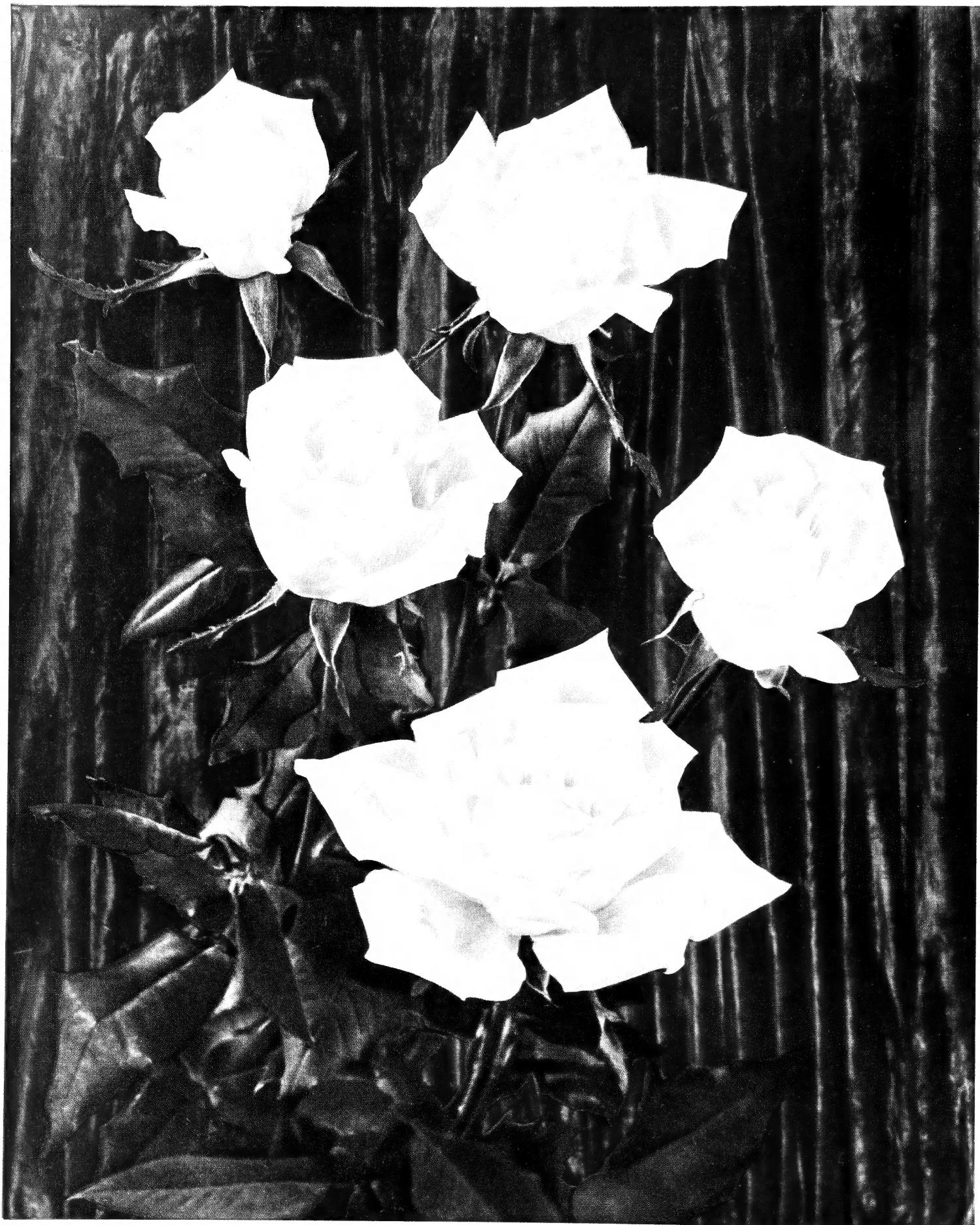
**MRS. JEANNETTE G. LEEDS (Patent applied for)**

*Hill Floral Products Co.*

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SNOW WHITE

# SNOW WHITE—The Market-Proven Introduction!

(Ask the hundreds of retailers who have sold it)

We are growing approximately 50,000 plants of this variety and are not yet able to supply our normal cut-flower demand. Because of its productivity and high returns per flower it ranks second only to Better Times as our most profitable variety. Snow White has definitely disproved the old impression that there is not much demand for white roses. Snow White gives the retailer a **clear** white that ships without bruising, and is second to none in keeping qualities; and has uncovered and filled a tremendous popular demand for a satisfactory white cut-flower rose.

Remember—Snow White is already **Market-Proven!** No guesswork as to whether it will sell.

## LUCILE SUPREME

This rose is a sport of Lucile Hill, having a slightly darker color and ten to fifteen more petals than the parent variety, while still retaining its excellently shaped bud. It is much stronger in growth than its parent; is especially fine for midwinter production and can be cropped effectively for holidays. The passing of Hollywood and Premier Supreme has left a vacancy that until now no variety has been able to fill, but we are confident that Lucile Supreme is the answer for those looking for a large-flowered, dark pink rose. Patent description: Color—rose red.

## MRS. JEANNETTE G. LEEDS

This can be classed as a novelty possessing a pleasing light orange pink color. The flower is very large and full, having 65-70 petals. The flower, in spite of its fullness, opens perfectly into a large, beautifully-shaped bloom that keeps excellently. Its color is especially pleasing under electric light. In growth it is stocky and heavy wooded; very free and prolific, medium stretch. Of particular interest—It retains its size throughout the summer.

Patent description: Predominant color Venetian pink.

## PRICES

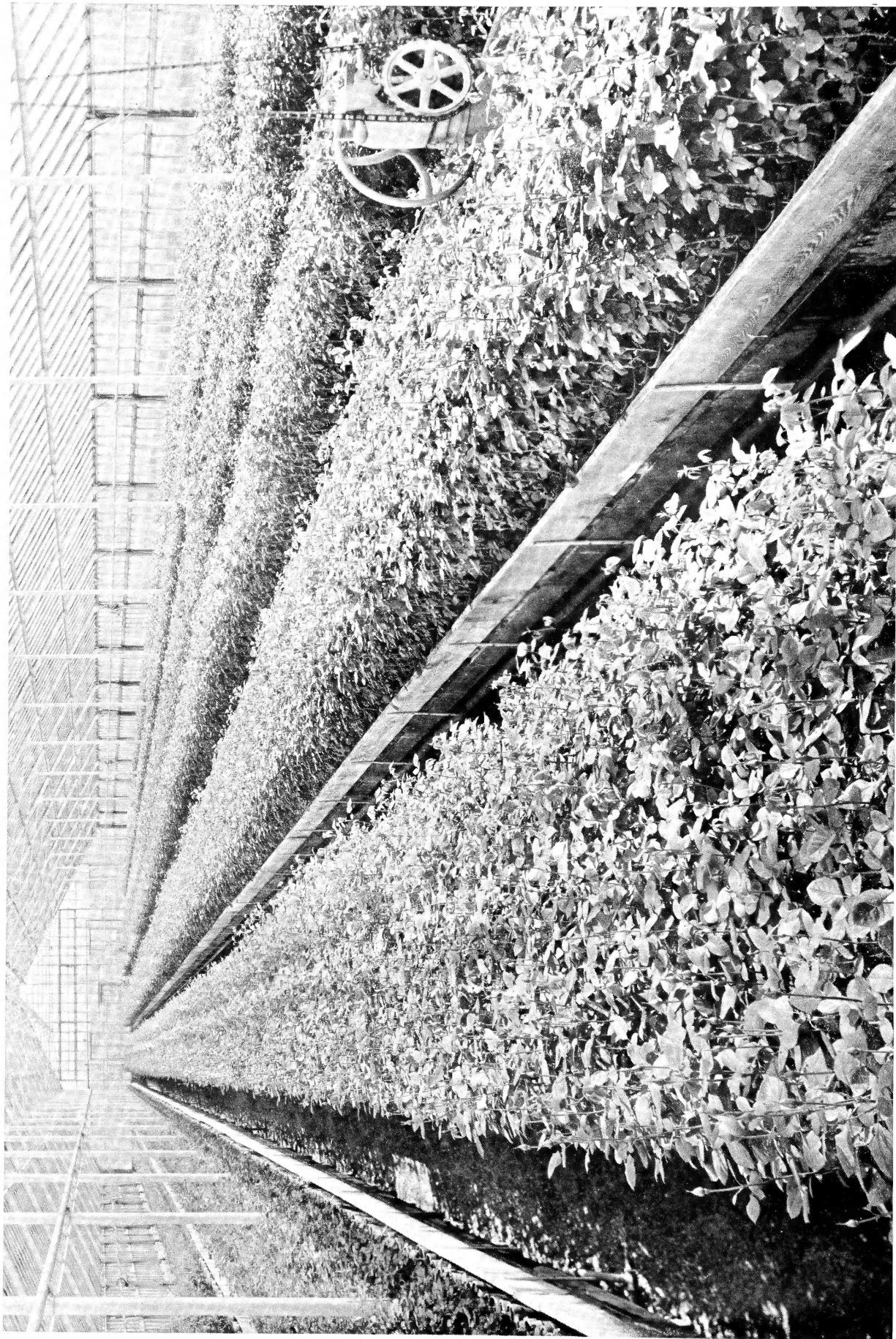
On SNOW WHITE, LUCILE SUPREME and MRS. JEANNETTE G. LEEDS

\$30.00 per hundred      \$300.00 per thousand  
No scions to be offered.

SNOW WHITE available as started eye buds and dormant buds on odorata.

LUCILE SUPREME grafted on manetti.

MRS. JEANNETTE G. LEEDS grafted on manetti and dormant buds on manetti.



A HOUSE OF HILLS' YOUNG PLANTS READY FOR SHIPMENT

# Other Varieties

In addition to the three novelties, we will have available for 1942 practically all of the varieties grown in commerce today. These are obtainable in the following types of plants:

GRAFTS  
DORMANT EYE BUDS  
POTTED BUDS  
STARTED EYE BUDS  
OREGON SPECIALS

## Grafted Plants

LUCILE SUPREME (Plant Patent No. 485)	30c each
MRS. JEANNETTE G. LEEDS (Patent applied for)	
PINOCCHIO (Plant Patent No. 484)	28c each— 250 to 1,000 27c each— 1,000 to 10,000 26c each— 10,000 and over

Grafting of varieties listed below will be done to order only:

BETTER TIMES (Plant Patent No. 23)	20c each— 250 to 1,000 19c each— 1,000 to 10,000 18c each— 10,000 and over
MRS. F. D. ROOSEVELT (Plant Patent No. 80)	
PEERLESS (Plant Patent No. 157)	

(For new or additional plantings, add 8c to above prices.)

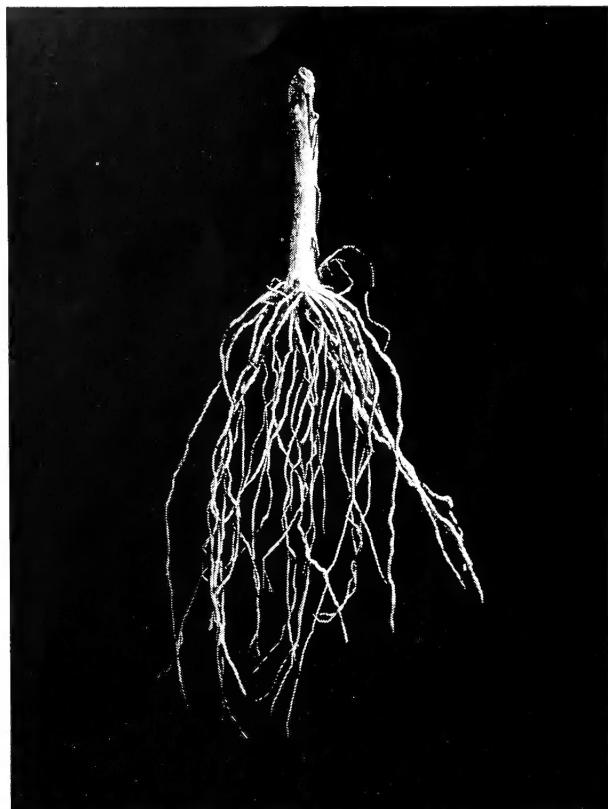
REVELATION (Plant Patent No. 373)	20c each— 250 to 1,000 19c each— 1,000 to 10,000 18c each— 10,000 and over
YELLOW GLORIA (Plant Patent No. 240)	
HAPPY DAYS (Plant Patent No. 144)	

(For new or additional plantings, add 5c to above prices.)

R. M. S. QUEEN MARY (Plant Patent No. 249)	30c each in all quantities
(If for replacement, deduct 8c.)	
THELMA AMLING	

BRIARCLIFF	20c each— 250 to 1,000 19c each— 1,000 to 10,000 18c each— 10,000 and over
PETERS BRIARCLIFF	
DUISBURG (Golden Rapture)	
JOANNA HILL	
TALISMAN	
TALISMAN No. 5	
MRS. FINCH	
ROSE ELFE	

(Total number of plants ordered determines quantity rate on each part of order.)



DORMANT EYE BUD

## DORMANT EYE BUD

The eye in this type of plant has never broken but will do so soon after potting. About eight to nine weeks should be allowed between potting and benching. Shipment can be made from January through April. A 10% overcount is allowed on all orders of Dormant Eye Buds. Varieties and prices listed below.

MRS. F. D. ROOSEVELT  
(Plant Pat. No. 80)

BETTER TIMES  
(Plant Pat. No. 23)

Under Replacement  
Agreement  
20c— 250 to 1,000  
19c— 1,000 to 10,000  
18c—10,000 and over

For new or additional planting add 8c to the above prices.

SNOW WHITE  
(Plant Pat. No. 348)

THELMA AMLING  
(White Finch)

MRS. JEANNETTE G. LEEDS  
(Patent applied for)

30c each  
in all quantities

PETERS BRIARCLIFF

DUISBURG  
(Golden Rapture)

JOANNA HILL

TALISMAN

16c— 250 to 1,000  
15c— 1,000 to 10,000  
14c—10,000 and over

(Total number of plants ordered determines quantity rate  
on each part of order.)

## STARTED EYE BUD

This type is shipped in a dormant condition but the plant has been developed in the field in our own California Nursery the previous summer. We recommend the direct benching of this type before April 15th, but for later planting they can be started in 4- or 5-inch pots and then benched.

SNOW WHITE  
(Plant Patent No. 348)

30c each in all  
quantities

QUEEN MARY  
(Plant Patent. No. 249)

30c each in all  
quantities

(For replacement planting deduct 8c)

MRS. F. D. ROOSEVELT  
(Plant Patent No. 80)

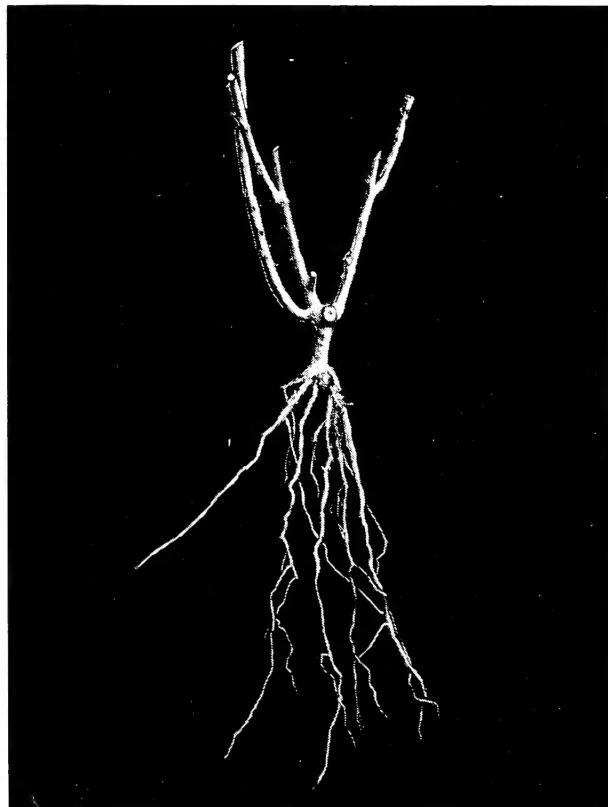
20c— 250 to 1,000  
19c— 1,000 to 10,000  
18c—10,000 and over

(For new or additional planting add 8c to above prices)

BRIARCLIFF  
MRS. FINCH  
LUM'S WHITE KILLARNEY  
TALISMAN  
TALISMAN No. 5

20c— 250 to 1,000  
19c— 1,000 to 10,000  
18c—10,000 and over

(Total number of plants ordered determines quantity rate on  
each part of order.)



STARTED EYE BUD

## POTTED BUDS

Potted buds are shipped out of 3-inch rose pots as growing plants; are well rooted and ready to bench on arrival. Delivery can be made from March 20th to June 15th. Varieties and prices below.

BETTER TIMES  
(Plant Patent No. 23) } Under Replacement  
Agreement  
MRS. F. D. ROOSEVELT } 20c— 250 to 1,000  
(Plant Patent No. 80) } 19c— 1,000 to 10,000  
18c—10,000 and over

(For new or additional planting add 8c to the above prices.)

YELLOW GLORIA (Plt. Pat. 240) } 20c— 250 to 1,000  
HAPPY DAYS (Plt. Pat. 144) } 19c— 1,000 to 10,000  
18c—10,000 and over

(For new or additional planting add 5c to the above prices.)

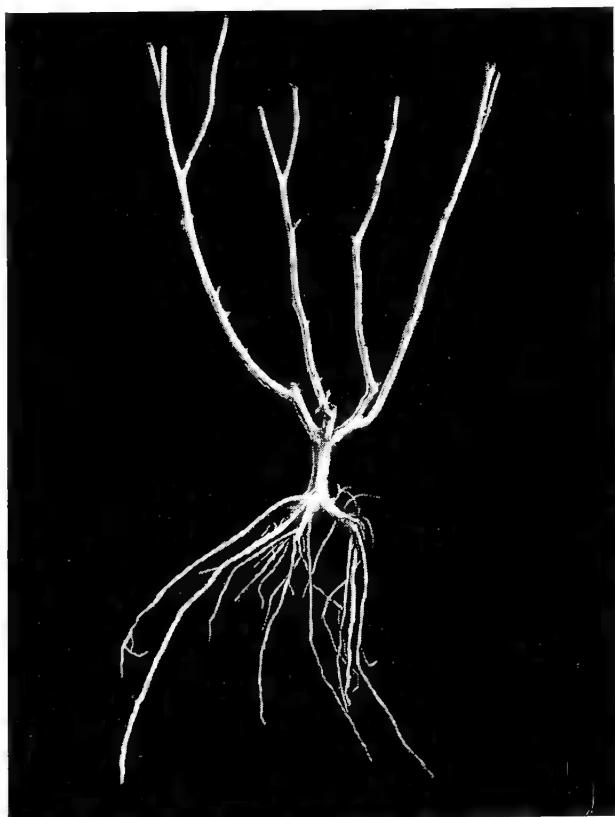
MRS. JEANNETTE G. LEEDS } 30c each in all  
(Patent applied for) quantities  
THELMA AMLING (White Finch) }  
SNOW WHITE (Plt. Pat. No. 348) }

PETERS BRIARCLIFF } 20c— 250 to 1,000  
BRIARCLIFF } 19c— 1,000 to 10,000  
DUISBURG (Golden Rapture) } 18c—10,000 and over  
JOANNA HILL }  
TALISMAN }  
TALISMAN No. 5 }  
PINK DELIGHT }  
HOLLYWOOD }  
LUM'S WHITE KILLARNEY }

(Total number of plants ordered determines quantity rate on each part of order.)



POTTED BUDS



OREGON SPECIALS

## OREGON SPECIALS

This type is budded in the fall and dug the next fall, thereby giving the plants the advantage of one full year's growth in the field. They are very heavy in root and top development and are especially recommended for early planting to insure early production. Delivery from early January on. Varieties and prices below.

BETTER TIMES  
(Plant Patent No. 23) } 20c each in all  
quantities

(For new or additional planting add 8c to above price.)

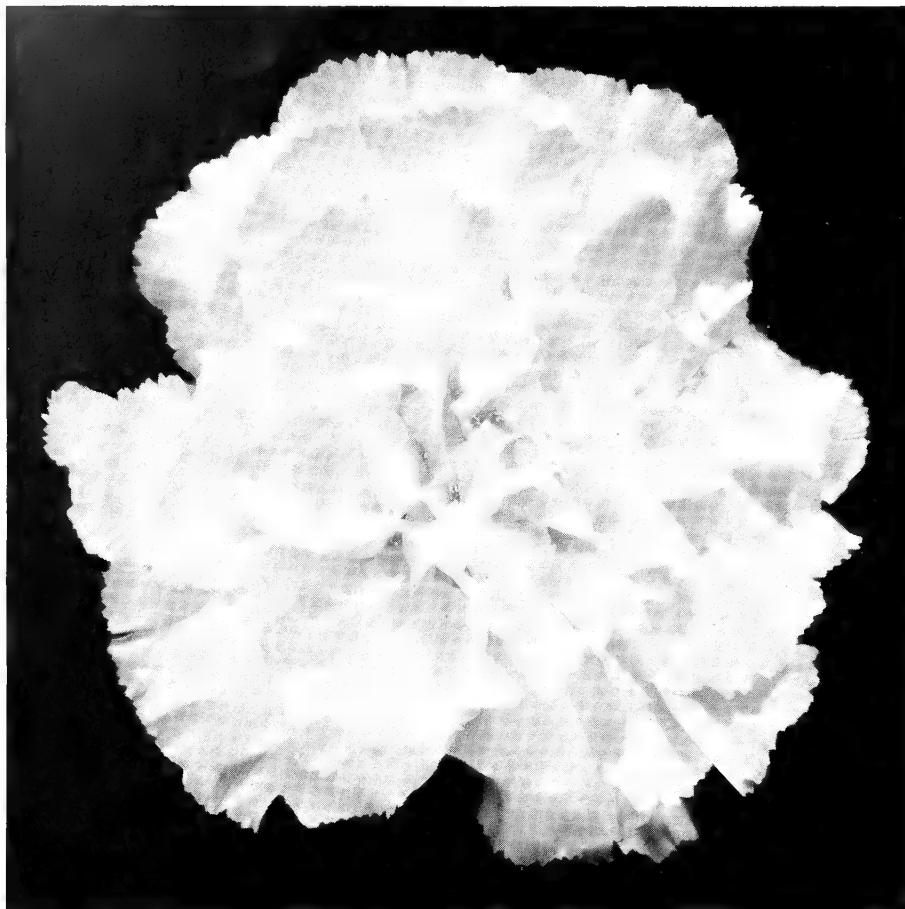
PETERS BRIARCLIFF } 20c each in all  
BRIARCLIFF } quantities

QUEEN MARY  
(Plant Patent No. 249) } 30c each in all  
quantities

(For replacement planting deduct 8c.)

YELLOW GLORIA  
(Plant Patent No. 240) } 20c each in all  
quantities

(For new or additional planting add 5c.)



## STARDUST

Plant Patent No. 491

Originated and patented by John Steidle of St. Louis. This variety is the clearest pure white carnation we have grown. Flowers are very large. Plant is clean, strong grower, free and productive. An outstanding variety.

### PRICES:

\$ 20.00 per hundred  
150.00 per thousand

## Two New Carnations Win Hills' Seal of Approval

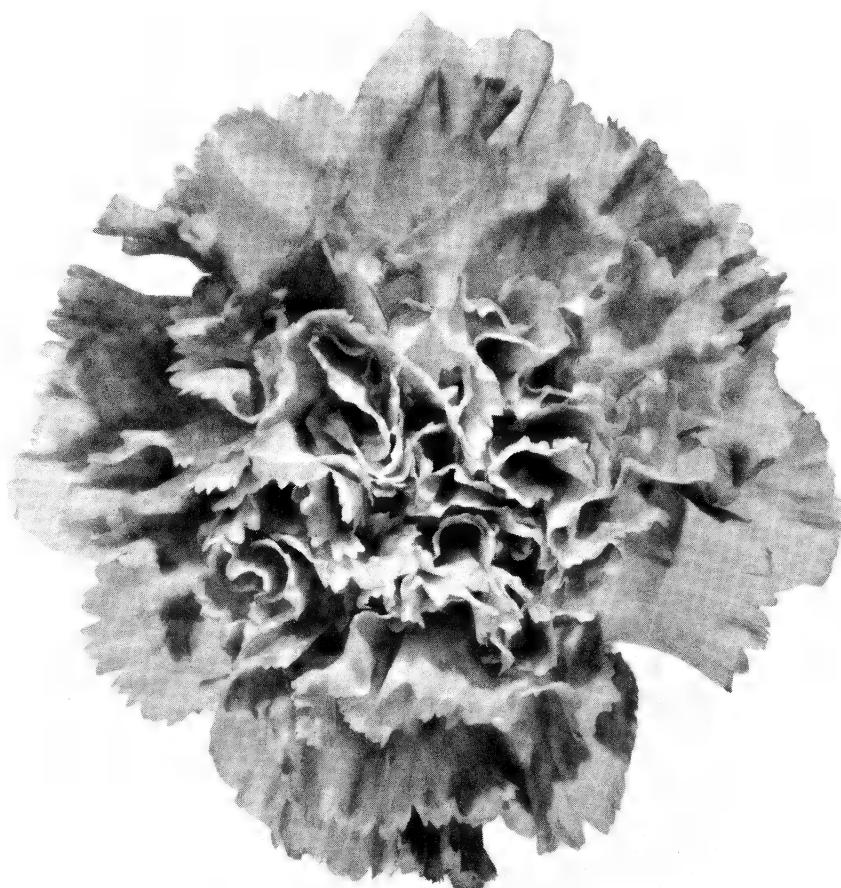
### KENTUCKY

Plant Patent No. 478

Originated and patented by O. S. Honaker of Lexington, Kentucky. The big, full flower on a strong stem is a rich dark pink, very close to Better Times in color. The growth is strong, fast and free. Of all the dark pink varieties we have grown, this is the best from the standpoint of strength, size and freedom of production.

### PRICES:

\$ 20.00 per hundred  
150.00 per thousand



62.25



E. G. HILL

*Hills' Plants are Strong,  
Two-Year-Old  
Western Buds*

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*All No. 1 Grade*

**GARDEN ROSE  
PLANTS**

**1942**



PICTURE

**HILL FLORAL PRODUCTS CO.**

North Easthaven Avenue

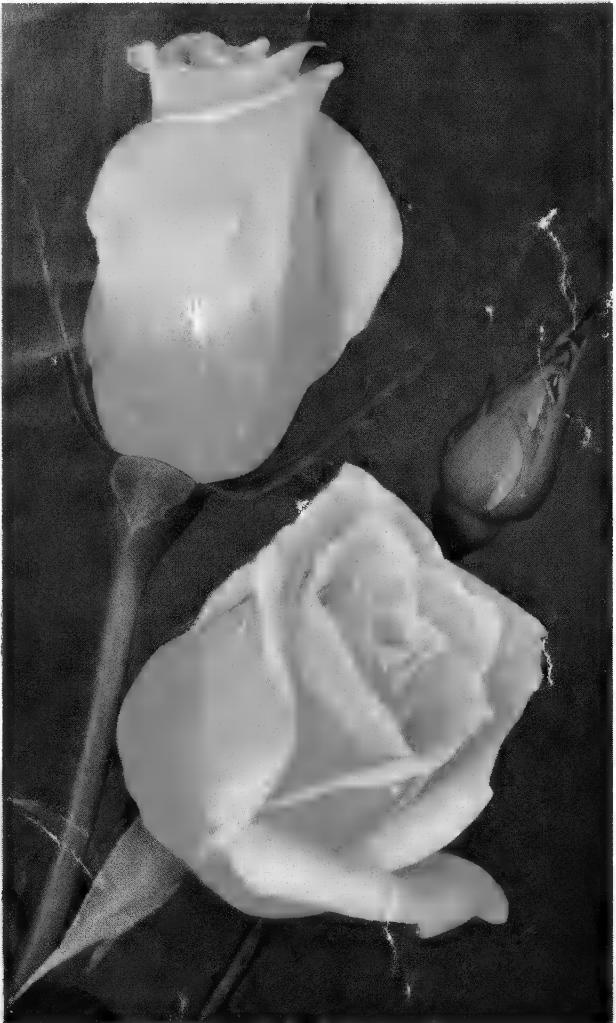
Richmond, Indiana

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*Hills'*

U. S. Department of Agriculture





PINK DAWN

### RED ROSES

**AMI QUINARD**—Long pointed, blackish garnet bud, opening to a loose, semi-double fragrant bloom, so dark it seems almost black.

**CATALONIA**—Exceptionally long, pointed buds, opening to very double, high-centered flowers of vermillion red.

**CATHERINE KORDES**—Long-pointed blood-red buds, opening to a lasting glowing scarlet bloom, shading pink.

**CHRISTOPHER STONE**—A sensational scarlet-crimson rose. The lovely long-pointed buds come singly on erect, firm stems and open to vivid scarlet blooms which, in the fall, are veiled with a dusky nap of blackish crimson.

**CUBA**—Brilliant orange-scarlet buds which open to semi-double flowers of vermillion-scarlet with orange suffusion.

**E. G. HILL**—Beautiful long red buds of perfect form, opening to double high-centered flowers of dazzling scarlet, shading garnet.

**ETOILE DE HOLLANDE**—The most popular red garden rose. Brilliant red blooms with beautiful oval buds. Large double flowers.

**GENERAL McARTHUR**—Large full blooms of brilliant scarlet borne on long stout stems with beautiful foliage. Fragrant.

**GIPSY LASS**—The ovoid buds open to very double globular fragrant flowers of rich scarlet crimson with blackish shadings.

**GLOWING CARMINE**—A wonderful new rose well described by its name. Free bloomer.

**GRUSS AN TEPLITZ**—Intense rich scarlet blooms, shading to velvety crimson. Continuous bloomer and very hardy.

**HADLEY**—Large flowers of intense rich scarlet, shading to velvety crimson. Very fragrant.

**LORD CHARLEMONT**—Bright crimson-scarlet. A very fine free-flowering rose of good shape and habit. Erect grower, free from mildew.

**MARGARET McGREDY**—Orange-scarlet flowers, passing to carmine as the flower ages. Always in bloom, and a wonderful grower.

**McGREDY'S SCARLET**—Brilliant scarlet flowers on hinges of deep gold. A vigorous grower and seldom out of bloom.

Your Rose Garden  
CAN be beautiful if  
planted with

## Hills' FINE ROSE PLANTS

### PRICES

Any Selection of Your Choice

(Climbers or Ramblers may be included with Hybrid Teas in making up your order.)

65c each.  
\$1.75 for 3 plants.  
\$5.50 for 12 plants.

All packages shipped express collect unless instructions to ship by parcel post and sufficient postage included with order.

### SPECIAL DISCOUNTS

A discount of 10% is offered on orders of 50 roses or more; 15% discount on orders of 100 or more. No C. O. D. shipments. Please send check or money order.

**PADRE**—Rich coppery scarlet. Semi-double flowers borne on long erect stems. A free bloomer with remarkable color.

**RED HOOVER**—A brilliant red flower borne on long stems. A sport of President Hoover.

**RED RADIANCE**—A sport of Pink Radiance, producing bright cerise blooms.

**RED TALISMAN**—A red sport of the excellent garden variety, Talisman.



GOLDEN RAPTURE

# SPECIAL OFFER

## OUR SELECTION

If you are not familiar with the individual varieties and just want a good collection that will be colorful and harmonious in your garden, this is your opportunity to save by allowing us to choose for you—you name the color or colors you want. We guarantee to send only good approved varieties, but the selection of varieties is to be left entirely up to us.

We can offer you red, pink, yellow, copper, salmon and white; varieties will be selected by us from our general list of standard varieties at the following prices, sent by express collect:

6 for .....	\$2.75
12 for .....	5.00
24 for .....	9.00

## YELLOW ROSES

**ANGELE PERNET**—A beautiful orange-yellow, shaded deep reddish apricot. Clean glossy foliage that is free of disease.

**GOLDEN DAWN**—Buds of rich straw yellow, splashed with crimson, opening to beautiful flowers of sunflower yellow.

**GOLDEN GLEAM**—Buds of golden yellow, splashed with red; open flower pure golden yellow.

**GOLDEN RAPTURE**—Beautifully formed flowers of pure yellow which do not fade. A splendid variety for cutting and bedding.



CHRISTOPHER STONE  
Copyright The Conard-Pyle Co.



TALISMAN

**JOANNA HILL**—The orang-yellow buds open to perfectly formed flowers of apricot, shading to cream-yellow at outer edges of petals.

**LADY MARGARET STEWART**—Buds of deep sunflower yellow, heavily veined and splashed orange-scarlet, opening to flowers of deep cadmium orange, shading yellow.

**MEV. G. A. VAN ROSSEM**—Dark orange-yellow, heavily veined and suffused with red.

**MME. JOS. PERRAUD**—Long slender pointed buds of nasturtium-orange, opening into fragrant blooms of nasturtium-buff, tipped shell pink at the petal edge.

**MME. JULES GUERIN**—An exceptionally large double rose of golden yellow, passing to creamy yellow as it develops.

**MRS. E. P. THOM**—The best yellow bedding rose we have today. Perfectly formed buds of a rich deep lemon yellow.

**MRS. P. S. DUPONT**—Medium-sized, long pointed buds of reddish gold, opening to semi-double flowers of golden yellow.

**ROSLYN**—Full golden yellow blooms, deeper in center, with orange splashes on back of petals. Free flowering.

**SISTER THERESE**—Buds are borne on extra long stems, flowers golden yellow, sometimes streaked with red on the outer petals.

**VILLE DE PARIS**—One of the best of the yellow roses. A clear yellow without any other shading. Glossy foliage.

**YELLOW TALISMAN**—A yellow flower of medium size and petalage. An excellent producer.

## PINK ROSES

**BETTY UPRICHARD**—Large, fragrant flowers of delicate salmon-pink, reverse carmine with coppery sheen. Profuse bloomer.

**BRIARCLIFF**—A beautiful pink that has long been a favorite with florists for cut flowers.

**DAME EDITH HELEN**—Pointed buds which open slowly to large blooms of brilliant pink, which are fully double and high-centered.

**EDITH NELLIE PERKINS**—Oriental red, shaded cerise orange; inside of petals salmon-pink. Long pointed buds and double lasting blooms.

**LOS ANGELES**—Luminous flame-pink, toned with coral and shaded gold at the base of the petals.

**LULU**—Slender buds of coral-apricot—the perfect boutonniere rose—always in demand for its beautiful lasting buds.

**MISS ROWENA THOM**—Rich pink with old gold at base of petals. One of the largest flowering pink varieties.

**MME. C. BRUNNER**—The famous little "Sweetheart" rose. Small perfect buds of seashell pink. The plant is a small wiry grower.

**MME. BUTTERFLY**—Beautiful buds and flowers of light soft pink, tinted yellow at base of petals.

**MME. EDOUARD HERRIOT**—Coral-red buds opening to coral flowers shaded with yellow and rosy scarlet, passing to salmon-pink.

**MME. NICOLAS AUSSSEL**—This rose is usually described as an intensified Mme. Ed. Herriot, but showing greater elegance in bud form.

**MRS. CHAS. BELL**—A lovely delicate shell pink sport of Red Radiance with flowers of similar form.

**MRS. HENRY BOWLES**—Well-formed flower of intense brilliant pink with salmon shadings.

**PICTURE**—A rose of medium size but exquisite form. Color is rich pink with salmon undertone.

**PINK DAWN**—Long well shaped buds opening to full centered flower of deep rose-pink with an orange base. Excellent for cutting.

**PINK RADIANCE**—The popular carmine-pink which is bound to succeed everywhere. A strong vigorous grower.

**SOUV. DE GEO. PERNET**—A notable rose of oriental red with pink undertone. Exceptionally large double blooms.

## BI-COLOR ROSES

**AUTUMN**—An unusual combination of deep burnt orange and pink, streaked with red. Thick glossy foliage.

**CHAS. P. KILHAM**—Rich brilliant oriental red, flushed orange and glowing scarlet.

**CONDESSA DE SASTAGO**—Two-toned, coppery rose inside and gold on reverse of petals. A strong healthy bush.



HEINRICH WENDLAND



HINRICH GAEDE

**HEINRICH WENDLAND**—Large, long-pointed buds and full double flowers of unfading nasturtium red. Reverse of the petals deep golden yellow.

**HINRICH GAEDE**—The most spectacular rose in the garden. Long pointed buds of nasturtium red, opening to double flowers of orange-yellow flushed red.

**MRS. SAM McGREDY**—A beautiful coppery scarlet-orange, heavily flushed with Lincoln red on the outside of the petals.

**PRES. HERBERT HOOVER**—Cerise-pink, flame, scarlet and yellow, blending into a most dazzling color effect.

**TALISMAN**—A mixture of rose-red, orange, and yellow, this rose has probably won more friends than any other rose. A fine cutting rose and continuous bloomer.

## WHITE ROSES

**CALEDONIA**—Exceptionally long, pointed buds, opening to very double, high-centered, pure white, moderately fragrant flowers.

**FRAU KARL DRUSCHKI**—Large double white, outer petals occasionally tinged with pink. Recommended particularly for cold climates.

**McGREDY'S IVORY**—Long pointed buds, opening to perfect double flowers of ivory white. Sweetly scented.

**MME. JULES BOUCHE**—A splendid double white rose, occasionally tinted with a touch of blush pink. A vigorous grower.

**KAISSERIN A. VICTORIA**—A favorite old white rose with shapely pointed buds, developing into double fragrant flowers of ivory white.

**PAUL'S SCARLET CLIMBER**—A profuse spring bloomer, and probably the most popular red climber grown.

**HILL FLORAL PRODUCTS CO.**  
NORTH EASTHAVEN AVENUE  
RICHMOND, INDIANA

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## *Terms of Sale:*

All plants sold f. o. b. Richmond with no charge for boxing or packing.

All orders subject to 2% cash discount if money accompanies order or if paid within 10 days from date of invoice. Otherwise all bills are net and due in 30 days; overdue accounts are subject to 6% interest per annum.

Cash must accompany orders under \$5.00.

If C. O. D. shipment is requested, the order must be accompanied by at least one-third the amount to insure acceptance. No discount is allowed on C. O. D. shipments.

**CHARGE ACCOUNTS.** New customers who wish to open a charge account will please furnish us credit references and allow sufficient time for us to confirm same. If immediate shipment is desired, cash must accompany your order, and in the meantime we can look up your references for future shipments.

**SPECIAL NOTICE.** ALL SHIPMENTS TRAVEL AT THE RISK OF THE PURCHASER. SHOULD ANY DAMAGE OCCUR, NOTIFY YOUR EXPRESS AGENT AT ONCE SO YOU CAN ENTER CLAIM.

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